# SAN JOSE Creates

## The Very Definition of San José Jazz

From BeBop to Blues, Red Holloway to Lee Ritenour, Soul to Salsa JazzFest is a True Reflection of San José

Three days, ten stages, over a hundred performers, \$5 bucks, only in San José. In a true reflection of San José, the 18th Annual Comcast Jazz Festival was an amazing blend of sights, sounds and cultures. The event kicked off with the soul-stirring Angie Stone and closed with the Latin rhythms of Pete Escovedo. The ten stages strategically positioned through out downtown gave the overall effect of ten festivals going on simultaneously. Crowds moved between the venues excitedly and effortlessly. The biggest problem was deciding which stage to go to and what food to choose - too many choices. The concerts were eagerly attended by all ages and, for the late-night crowd, performances stretched into the wee hours.

Unlike the much-touted, grand dame of jazz festivals to the south, the Comcast San Jose Festival is a flat-out bargain. For a mere \$5 per day, concert-goers could move from stage to stage and hear every level of performer, from the world-renown Lee Ritenour to San José's own West Valley Jazz Orchestra. Saxophonist Red Holloway's United Alto Summit featured four generations of sound, 83 year-old Frank Morgan, 65 year-old Holloway, 58 year-old

Charles McPherson and young whipper-snapper, 38 year-old Greg Osby. The festival also broke down gender barriers with 30 female headliners who packed the venues, including blues guitarist Deborah Coleman and jazz singer Kat Parra. And if you really wanted to feel the heat the Salsa Stage was a non-stop blast of music and dancing, dancing, dancing, there just as much happening in the crowd as on stage.

There was too much to capture in one article so there's only one option left. You'll just have to join us next year for the Comcast San José Jazz Fest, August 8 – 10th, downtown San José. You can learn yet another definition of San José jazz. For more information on the Comcast San Jose Jazz Fest, go to www.sanjosejazz.org or call 408.288.7557.

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Jazz [jaz] – noun A style of music, native to America, characterized by a strong but flexible rhythmic understructure with solo and ensemble improvisations on basic tunes and chord patterns and, more recently, a highly sophisticated harmonic idiom.

**Jazz (jâz)** - Slang. liveliness; spirit; excitement.

American Heritage Dictionary

San José Creates San José Streamlines San José Invests San José Cares San José Soars San José Rocks INSIDE This ISSUE

The Mission of the City of San José is to provide quality public services, facilities and opportunities that create, sustain and enhance a safe, livable and vibrant community for its diverse residents, businesses and visitors.



## SAN JOSE Creates

#### **ZER01 Sneak Preview**

City Hall Lighting Ceremony



On September 28, 2007. You are invited to the unveiling of Abundance – the second major projection artwork on the San José City Hall Rotunda – and a sneak preview of the next 01SJ Festival, coming June 4-8, 2008.

Date: September 28, 2007

Time: 8:00 PM Lighting Ceremony Place: San José City Hall Rotunda Plaza

200 East Santa Clara Street

San José, CA 95113

Abundance is a public artwork by artist Camille Utterback commissioned by ZER01 with the generous support of the City of San José. At 8:00 PM, Utterback's dynamic, abstract animation will be unveiled on the City Hall Rotunda by the artist and Chuck Reed, the Mayor of San José. Changing and evolving through pedestrian movement in the Plaza, this artwork will be on display evenings, September 28 – October 6. ZER01 is a 501(c)3 non profit corporation dedicated to inspiring culture on the edge of art and technology. ZER01 is the proud presenter of 01SJ is a Global Festival of Art on the Edge in San José, California. The next 01SJ is scheduled for June 4–8, 2008

For more information on ZER01 or 01SJ, please visit www.01SJ.org

# SAN JOSE Creates

## The Very Definition of San José Jazz Continued





### Sizzling Salsa

sal·sa (säl's) n. Music A popular form of Latin-American dance music, characterized by Afro-Caribbean rhythms, Cuban big-band dance melodies, and elements of jazz and rock. [Origin: 1970–75; < AmerSp, Sp: lit., sauce; prob. so called orig. because of its mixture of styles]

With moves hot enough to melt asphalt San José's Salsa-lovers transformed an area of downtown into a blend of Havana, Miami, Mexico City and San Juan during the Comcast San Jose Jazz Fest. Everyone from middle-schoolers to half-past middle-agers took to the dance area as much a part of the performance as the performers on the stage. Stars such as Ileana Santamaría (daughter of the legendary Cuban percussionist and Latin Jazz pioneer Ramón "Mongo" Santamaría) and Benny Velarde y Super Combo provided the sauce and the audience provided the ingredients. The result was a fiery combination that is the true taste of the San José, hot, cool and always simmering.

## The Music was red hot but the Festival was totally Green

The Comcast Jazz Festival was the City's first-ever Zero-Waste Goal event. The festival recycled 60% of its waste, well on its way to an ultimate zero waste goal. Biodegradable food ware, provided to vendors at no cost, in addition to food waste and paper were diverted from the landfill and sent to the Z-Best Composting Facility for recycling. The San Jose Conservation Corps, which partnered with the City for the event, recycled 40% more cans and bottles and seven times more cardboard than it did during the 2006 Jazz Festival.







## **Kudos for Deferred Compensation Plan**

City's 457 Plan Honored

The City's Deferred Compensation Plan was awarded the 2007 Leadership Recognition Award from the National Association of Governmental Defined Contribution Administrators (NAGDCA) for outstanding plan improvements. These improvements include an improved stable value account, simplified investment menu, and a robust education program, all of which are made possible with the efficiencies and economies of scale gained by consolidating plan administration under a single provider. Each year, NAGDCA recognizes governmental organizations for outstanding achievements in effective communication, plan design and administration. The City is an active member of NAGDCA. For more information contact david. delong@sanjoseca.gov or call 408.975.1428

## **Bidline Bonus**

City Launches New Online Bid Notification System

The City San José's Finance Department has launched an **Online Bid Notification and Supplier Management System** (http://www.sanjoseca.gov/purchasing/default.asp) that improves supplier outreach for all bids, enables suppliers to electronically receive bid notifications via fax or e-mail, and submits bids electronically. The program is free of charge to City's suppliers to encourage participation in City of San José procurements.

The new system includes:

- Online registration for suppliers interested in receiving bid notifications via the Internet. Visit http://www.sanjoseca.gov/ and select **BidLine**.
- Registered suppliers will automatically receive email notification when bids are posted.
- All bids will be broadcast electronically and posted on the City's Internet **BidLine**.
- Suppliers may respond electronically to certain bids.
- All closed bids will be posted on the City's Internet BidLine with award information included.
- Suppliers that participate in a bid will receive automatic notification when awards are announced with visibility into the award, including bid response information.

For additional information including instruction on how to register, please visit the City's http://www.sanjoseca.gov/ and select **BidLine** from the menu selection in the top left margin. For more information contact Water Rossmann, Chief Procurement Officer at walter.rossmann@sanjoseca.gov, or call 408.535.7050.



### San José Metro Area Facing Positive Growth

Economic Indicators Reveal Population growth and hot rental market provide signals that innovation and creativity are breeding opportunity

The City of San José's late summer quarterly Economic Indicators Report - a snapshot of key economic base statistics, including population growth and change and San José national rankings – revealed a significant growth in new Asian residents and a historically low three percent rental vacancy rate. Other findings included continued strong job growth with the addition of more than 60,000 jobs (San José Metropolitan Statistical Area - MSA) since 2003. These job gains were reflected throughout different sectors, including education and health services, computer and communications hardware and innovation services.

According to city officials, the findings demonstrate that the City's and the region's innovation and entrepreneurial spirit are helping to fuel a regional renaissance. The return of jobs to San José is reflected in the lower commercial vacancy rates. In Q2 2007, manufacturing and industrial vacancy levels hit 2.9 percent, compared to 4.6 percent during the same period in 2006. Additionally, competition for office

space is increasing as vacancy rates continue to decline from 13.3 percent in Q2 2006 to 10.1 percent Q2 2007. San José also continues to see a steady decline in R&D vacancy rates - from 22.1 percent in Q2 2006 to 20.5 percent in Q2 2007.

occupancy, from 59 percent Q2 2006 to 62 percent Q2 2007, and a rise in air passenger levels at Mineta International Airport, from 800,100 per month Q1 2007 to 937,000 per month Q2 2007.

The largest migration of new residents to San José came from San Francisco - with 9,900 people making the move in 2006.

"We see strong opportunity for both start-ups and global companies in fulfilling their needs for world-class R&D space as we help further development and build-out to best suit a company's strategic focus and help them meet their The report also revealed a jump in hotel marketplace needs—" said Paul Krutko, Chief Development officer, City of San José. "As a gateway to the Bay and the coast, San José's central location makes us a gateway to business and leisure experiences for visitors from around the world. These figures show how our strategic geographic position—combined with business growth and signature events that drive visitors, such as the 01SJ art and technology festival," Krutko said.

Diversity continues to play a large part in the overall population growth for San José. The City's Asian population grew significantly, even during the downturn. The latest report demonstrates how San José, as a large international city, continues to attract talent from all over the globe to drive advancements that change the world.

The report also revealed how San José ranks in key growth and amenities categories:

- Lowest Retail Vacancy in the U.S. (#2)
- Leader in Nanotechnology (#1)
- A Top Five City for CleanTech (#2)
- On-Time Bay Area Leader for Flight Departures and Arrivals (#1)
- Top Ten Walking City (#8)

The Economic Indicators Report is available at www.sjeconomy.com/publications/oedpubs/aug07.pdf.



### Homerun for Bonds - Airport Bonds That Is

Revenue Bonds for Airport Phase I Projects Defy Market Trends

The City of San José successfully sold \$725 million in airport revenue bonds in August. The sale will provide funding to upgrade and replace terminals at Mineta San José International Airport. True Interest Cost for the Series 2007 bonds was 5.30%, and overall they bear interest at rates ranging from 4.25% to 6.00%, with maturity dates ranging to 2047. Debt service for the bonds will average \$45 million per year through 2032, which is better than the assumptions in the Airport's financial feasibility report that projected average annual debt service of \$47.7 million for the forecast period.

"Clearly the orders received, over \$1 billion for a \$725 million bond, in a volatile market, is an indication of the City's strong credit quality," said Scott P. Johnson, Director of Finance, City of San José.

The bond issue is the largest single offering issued by the City of San José to date. Phase 1 of the Airport's terminal area improvement program is estimated to cost approximately \$1.3 billion

and will be completed in 2010. In July all three nationally recognized rating agencies – Moody's Investor Service, Standard & Poor's Ratings Services, and Fitch Ratings – affirmed their current ratings on the City's outstanding airport revenue bonds, assigning underlying ratings of A2, A, and A+, respectively.

The revenue bonds are a critical funding source for Airport capital projects, which are financed without the use of local tax dollars. All the costs of Airport operations and debt service are paid from operating revenues that include landing fees, space rentals and additional revenue generated from airlines, concessions, other commercial users of the Airport's facilities, passenger and customer facilities charges, and federal grants.

Read 'em and woohoo!

Series 2007A -- \$545,755,000 Series 2007B -- \$179,260,000 Total -- \$725,015,000



### Letting the Sun Shine In

San José Receives City Solar Award

The Northern California Solar Energy Association (NorCal Solar) has announced the creation of an innovative solar recognition program called the City Solar Awards (CSA). The CSAs recognize cities for the amount of solar photovoltaic (PV) technology installed on homes, businesses, and municipal buildings.

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## National Civilian Oversight Conference Comes to San José

"Transparency, Accountability, Integrity"

The National Association of Civilian Oversight of Law Enforcement (NACOLE) will hold its 13th Annual Conference at the Fairmont Hotel in San José from September 25th through the 28th. NACOLE provides education and support to those involved in the oversight of law enforcement and works to increase awareness of civilian oversight in the community. In addition to the San José Office of the Independent Police Auditor (IPA), the Bay Area is the home of several key civilian oversight agencies. With a winning conference proposal and the largest city in the Bay Area, the IPA was selected to host the national event in San José. It has been a decade since the conference was located here in the Bay Area and the very first time it is coming to San José. NACOLE conferences are

attended by civilian oversight practitioners from both national and international agencies, as well as government officials, law enforcement personnel and others interested in civilian oversight of police misconduct issues. The Executive Director of the National ACLU, Anthony Romero, will deliver a keynote address as will Nuala O'Loan, the Police Ombudsman from Northern Ireland and Police Chief Ronald Davis from East Palo Alto. Large national and international attendance is anticipated. The Historical Downtown San José Treasure Hunt will have sleuths from around the world searching for clues throughout the downtown area. For more information, please visit www.nacole.org or call 408.794.6224.

### The Ark is Now Boarding

New Affordable Housing for Artists Opens in Downtown San José

City of San José takes its commitment to Arts & Culture to the next stage with new housing with the Art Ark. The Art Ark, located at S. 5th and Keyes St., is a 148-unit affordable housing complex created to provide artists and others with low-cost housing opportunities. The project is part of the City of San José's and San José Redevelopment Agency's efforts to retain its artists and build an environment that is conducive to their work.

The project is within walking distance to San Jose State University and the university's sculpture and metalwork foundry. It is conveniently situated near downtown San José and the South of First Street Area (SoFA) arts and cultural District, an eclectic destination for arts, entertainment and dining.

The complex features an amphitheatre, ground level art gallery, performance rooms with moveable walls, common rooms for cooperative work, and a computer room with weekly computer classes and free high speed internet. Divided in two sections, the Art Ark is composed of 'The Factory', which reflects the industrial history of the area, and 40 bungalows called 'The Cottages'.

The \$37 million project was a collaboration between The Core Companies, the City of San José, the San José Redevelopment Agency and public and private investors.



Aerial view.



### San José's Diversity Drives Growth

Milestone Reached In South Bay Asian Population

Santa Clara County is now home to 556,000 Asian Americans. That's the largest number in the Bay Area, and the second largest in the entire country, second only to Los Angeles County. Thirty eight percent of the people who live in San José were born in another country. Area schools have added Mandarin and Hindi after-school programs in the last two years.

San José is attracting not only those born abroad, but also people from other Bay Area cities. 26,000 people moved to San José last year. Sixty five percent of them were Asian, many from San Francisco. San José, comfortable with its status as an international city, welcomes the growth... and the increasing diversity.

## San José and Tainan Celebrate 30 Years of Sister City Relationship

Tainan Mayor and City business and culture officials Forge Further Ties

The three-day 30th anniversary celebration of the sister city affiliation between San José, California, and Tainan, Taiwan, kicked off with a community reception and dinner, organized by the San José Tainan Sister City Program in the City Hall Rotunda.

The San José City Council honored Mayor Tain-Tsair Hsu, Mayoress Hsu Hung, and the Tainan delegation during a ceremony in Council Chambers at San José City Hall. The Tainan delegations then had the opportunity to learn more about many of San José's initiatives and amenities, include a city overview and economic and environmental programs briefing.

Established in 1977, the fourth sister city relation-

ship formed by San José and the third formed by Tainan, the two cities' sister city relationship began due to their history of agricultural and economic similarities.



"During the three decades of the San José and Tainan sister city relationship, our communities have undergone major transformations," said Mayor Reed. "Today, more than 10,000 native Taiwanese live in San José. Annual exports from San José to Taiwan now exceed \$2.5 billion. This economic impact is aided by our relationship with Tainan, its leadership, and its people."



### Xactly Corporation Moves to Market St.

Home Grown Tech Company Joins Others Downtown

Xactly Corporation, the leading provider of ondemand sales performance management solutions, celebrated its move to 35 South Market Street in downtown San José. Xactly's offices are located in the historic Hotel Metropole building, a 24,000square-foot, two-story City Landmark. The building, originally known as the Alcantara Building, features Romanesque stylings and is the last remaining brick building that historically lined Market Street.

Previously located on Race Street in San José, Xactly was quickly outgrowing its workspace and needed a move to meet the needs of its growing workforce. Xactly is joining other prominent technology companies and businesses such as Acer, Accenture, and BEA Systems, which have also recently located or "Downto transform Harry Management of the prominent technology companies and businesses such as Acer, Accenture, and BEA Systems, which have also recently located or "companies" to say that the provided Harry Management of the prominent technology companies and businesses such as Acer, Accenture, and BEA Systems, which have also recently located or "companies" transform transform to say the provided Harry Management of th

announced plans to locate their head-

quarters in downtown San José.

The San José Redevelopment Agency (SJRA) collaborated with Ritchie Commercial, Inc. to retain the company in San José. The Redevelopment Agency's Signage Grant Program and the City's Parking Incentive Program and Enterprise Zone were utilized by Xactly in their move. For more information, please contact the Redevelopment Agency public info office at 408–535–8549 or email Sjraworks@sanjoseca.gov.

"Downtown is experiencing tremendous growth and a complete transformation, just as Xactly has become a rising company," said Harry Mavrogenes, Executive Director, San José Redevelopment Agency. "Xactly is representative of a new generation of fast-growing companies that recognize downtown San José with all its attributes as an inducement for attracting and retaining skilled professionals."



#### Mineta on the Move

Airport Activity Up, Passengers Count Increases

Airport activity increased 4.7 % in August 2007 compared to August 2006, and the Airport enplaned and deplaned a total of 1.04 million passengers in August as a result of increases in service by Southwest Airlines, ExpressJet on behalf of Delta Airlines, Frontier Airlines and USAir. In August 2006, the number was 989,000 passengers. This is the third consecutive month of increase, and is a good signal that we are coming out of a long period of reductions or no increases in passenger traffic. For more information contact dave.vossbrink@sjc.org or call 408.501.7656.

#### Can You Hear Us Now?

Relocated San José Airport "Cell Phone Waiting Area" Now Open

A replacement "cell phone waiting area" for drivers picking up passengers at Mineta San José International Airport is now open on Airport Parkway, east of Highway 87 and west of Technology Drive. The popular feature was moved to accommodate airport road construction. The relocated waiting area will have space for approximately 50 cars to park in specially marked 30-minute curbside parking zones on both the north and south sides of the street, which leads directly into the airport and is closer to the terminals than the previous location.

San José was one of the first airports in the nation to offer a cell phone waiting area when it opened the lot in July 2005 with space for approximately 50 cars at the south end of the terminal loop road.



#### Winter Destination Golf Green or Beach Blanket?

New Non-stop Flights to Palm Springs and Puerto Vallarta

#### Palm Springs

Horizon Air will inaugurate a new flight between Palm Springs (PSP) and San José (SJC) with daily non-stop service starting November 4, 2007, through April 6, 2008. Palm Springs vacation packages that bundle air travel, lodging, rental cars and more also are available. Horizon's new flight will be operated with 70-seat CRJ-700 regional jets. The new flight is available now and can be booked online at www. horizonair.com or by calling (800) 547-9308.

#### Puerta Vallarta

Frontier Airlines' new flights between Puerto Vallarta, Mexico (PVR), and San José (SJC) with non-stop service three days a week start December 15, 2007. The new San José route adds to Frontier's current non-stop service from SJC to Cabo San Lucas. With the addition of these new flights, Frontier now offers direct non-stop service to seven Mexican cities from thirteen U.S. gateways. Frontier is one of the largest U.S. domestic carriers to Central America.

Tuesday and Friday flights will be operated by Republic on Embraer E-170 regional jets and a third Saturday flight aboard Frontier's new fleet of Airbus A319s. Frontier is offering special introductory fares on the new routes. For details on the offer go to www.frontierairlines.com. Tickets for the new routes are on sale now.



#### Oh, It's On

Corporate Get Fit Challenge Will Rock Out the Rock 'n' Roll Half Marathon

Earlier this summer, the Rock 'n' Roll Half Marathon, San José issued a "Corporate GET FIT Challenge" to businesses and government agencies throughout the Bay Area. Organizations, large and small, were encouraged to form a team of colleagues and start training for the second annual musical half-marathon set for Sunday, October 14, 2007.

The "Corporate GET FIT Challenge" consists of four divisions – Small Company (99 or fewer employees), Medium Company (100–999 employees), Large Company (1000 employees or more) and Government (city, county and public agencies). Team CSJ will be competing with other Northern California municipalities as well as many

of the private sector organizations here in San José. Unique Rock 'n' Roll Half Marathon trophies will be presented to the top three teams in each division, which have the greatest number of finishers, as well as the fastest finishing times. The fastest teams will be determined by combining the top three finish times per team.

It is the sixth race in Elite Racing's musically themed, national road racing series attracting over 13,000 runners and walkers. In addition to 16 live bands along the course, the scenic tour of San José features hundreds of local high school cheerleaders

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## SAN JOSE Rocks continued

#### Oh, It's On

Corporate Get Challenge Will Rock Out the Rock 'n' Roll Half Marathon

and water stations to provide further entertainment and motivation to runners and walkers. The event concludes with a finish line party and an afternoon headliner concert featuring a premier rock 'n' roll act.

#### On the City side

Once Councilmember Sam Liccardo heard that County Supervisor Ken Yeager (former San José Councilmember) was leading a team for Santa Clara County, the Challenge was on! Councilmember Liccardo will serve as the City of San José (Team CSJ) Captain.

The Challenge mirrors health and wellness strategies and is designed to motivate co-workers to step out of the office, get fit, have fun and work towards a goal together. And that goal is to leave the other teams in the dust, but don't quote us on that.



City Attorney Richard Doyle

# SAN JOSE Conserves continued

## Letting the Sun Shine In

San José Receives City Solar Award

San José has won a City Solar Award for 1st Place for Total Number of Projects Installed among large cities. With 491 solar installations (residential, business/commercial, industrial and commercial, that figure represents more than 3.7M total watts of solar power.

The City Solar Awards raise public awareness about the benefits of solar technology and develop a spirit of friendly competition between municipalities that will encourage the creation of specific solar goals. The awards are based on the total amount of gridtied PV installations on all buildings as of 12/31/06. The detailed solar installations may be found in the Bay Area Solar Installations report, produced by NorCal Solar in mid-July.

The award categories are: 1) Number of solar installations, 2) Total amount of watts installed, and 3) Watts per capita. In order to compare cities equitably the awards are given to small (population of 10,000 and less), medium (10,000-50,000), and large (50,000 and more) cities

Founded in 1975, the NorCal Solar Energy is a non-profit organization dedicated to promoting the use of solar technology through the exchange of information. The organization produces several consumer education programs and services. More information about the organization is available at: www.norcalsolar.org.

## SAN JOSE Presents

## Mariachi and More . . .

Mexican Heritage Plaza Announces Unprecedented Artist Roster for the 16th Annual San José International Mariachi Festival (September 26-30)



The 2007 Mariachi Festival has an incredible lineup of workshops, activities, and of course, the best Mariachi bands and music from all over the nation! Multiple Grammy Award<sup>TM</sup> winner Linda Ronstadt headlines the Gala Concert with her guests Los Lobos and Mariachi Cobre at San Jose State Event Center. Grammy Award

Nominee Marco Antonio Solis with Mariachi Sol de Mexico de Jose Hernandez to Headline "Mostly Mariachi" Evening Concert. Incendio, Mariachi Internacional Guadalajara, The Iguanas, Santa Cruz River Band, Mariachi Sol de Mexico de Jose Hernandez and Mariachi Reyna de Los Angeles, to name a few, to perform at the community outdoor Feria del Mariachi. For more information call 408.928.5500 or go to http://mhcviva.org/education/mariachi\_festival.html

Gunther von Hagens'

## **Body Worlds 2** and the Three Pound Gem

The Anatomical Exhibition of Real Human Bodies

Exhibit opens September 27, 2007 Tickets Available Now

The Tech Museum of Innovation is proud to welcome BODY WORLDS 2 & The Three Pound Gem Gunther von Hagens Anatomical Exhibition of Real Human Bodies in its first visit to Northern California.

BODY WORLDS 2 & the Three Pound Gem presents the complexity and beauty if the human body preserved through Plastination the groundbreaking method of specimen preservation invented by anatomist, Dr. Gunther von Hagens. More than 200 authentic human specimens offer visitors profound insights into the form and function od the human body, wellness and disease, and the mysterious world of the brain.

From infancy to adolescence, and adulthood to old age, the brain chisels, refines, matures, and transforms instelf. BODY WORLDS 2 & The Three Pound Gem includes a special debut feature on the brain inspired by the latest findings in neuroscience.

At The Tech from September 27, 2007 through January 26, 2008. Exhibit hours are 9:00 a.m. to 9:00 p.m. daily. Last entry 7:30 p.m.

